

Technician

The  
filter doesn't  
get between  
you and  
the flavor!

# Marlboro

THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

NEW  
POP-TOP BOX

Filter to keep  
cigarettes from  
crushing.  
No inclusions in  
your pocket.



POPULAR  
FILTER PRICE

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

